

NOV 6 00

MONROVIA

"Gem of the Foothills"

IDEAL LOCATION, COMBINING
CITY AND COUNTRY LIFE ☺

Monrovia, Gem of the Foothills,
Land of flowers and perpetual sunshine.
In the arms of the dear old Sierras
You nestle, contented and cozy.

WITHIN LESS THAN AN
HOUR'S ELECTRIC ROAD RIDE
FROM LOS ANGELES — UNSUR-
PASSED CLIMATE AND CLOTHED
IN PERPETUAL VERDURE OF
CITRUS TREES

Monrovia is very appropriately called the "gem" of the foothills. Its more pretentious sister city of the foothills of the Sierra Madre range—Pasadena—is justly proud of the name, "Crown of the Valley." But Monrovia, Duarte and contiguous settlements may, ere many years have passed, form such an array of magnificent gems as to rival in splendor even those of queenly Pasadena.

Duarte is one of the oldest settlements in Los Angeles county, where the fertile soil and abundant water supply for which Duarte has always been famous, enriched its founder, Andreas Duarte and family, when Los Angeles was but an insignificant pueblo.

The substantial development of Duarte began in 1870, when orange culture was commenced. In 1880 and for many years afterwards the oranges and lemons of this district commanded the highest market prices and their fame had already reached the most distant parts of the United States. The Duarte of today, however, enjoys the full tide of prosperity resulting from the enterprise of the founders of Monrovia, which was established in 1886. The marvelous results of citrus fruit culture in Duarte were doubtless the incentive to establish the town of Monrovia, which is distant nearly two miles from the older settlement. The enterprise and unbounded energy of the citizens of Monrovia permeated those of Duarte to such an extent that the intervening and surrounding country has become thickly settled with new and a very desirable class of fruit growers and farmers, and the two settlements are now practically one, with the city of Monrovia as its business center.

Government of the City

Monrovia is a city of the sixth-class, and is governed by a board of trustees.

It is beautifully situated on the southern slope of the Sierra Madre mountains at an elevation ranging from 850 to 1000 feet above the lower San Gabriel valley and is distant from Los Angeles eighteen miles. The panorama of valley, hills and mountains presented at any point in Monrovia is awe-inspiring in grandeur, and a distant view of the ocean through a cleft in the Puente hills enhances the beauty of the scene. This opening through the hills adds materially to the climatic advantages of Monrovia, as the gentle winds of the Pacific are thereby wafted to this and neighboring settlements, modifying the heat of summer and the cold of winter. The climate is therefore well nigh perfect, permitting the growth of bananas and other tropical fruits in the open air without liability of frost, except at rare intervals. The country surrounding Monrovia is very productive and every product of the temperate and semi-tropic zones can be successfully grown. Owing to its exceptionally favorable climate and soil, however, the production of citrus fruits is the leading industry. The total acreage of citrus fruit trees in the entire district at present is about 2000, of which about two-thirds are in bearing. About 700 carloads of oranges and lemons were shipped to the east last season from Monrovia and Duarte, and the shipments for this season will approximate the same number. Figs, prunes and other deciduous fruits also all farm products are grown successfully.

Several large fruit packing houses are situated in the Monrovia-Duarte district; also a citron curing establishment. Among other industries is a cement pipe manufactory, a steam laundry, employing twenty hands, also a curio manufactory, established two years ago on a scale which has steadily grown until

it now occupies two buildings, thirty by 50 feet, one-story, and thirty by fifty feet, two-stories, respectively, and from forty to fifty hands are steadily employed. The population of Monrovia-Duarte is about 2000 and it is rapidly increasing. Residences aggregating in value over \$40,000 have been erected within the past four months. Among these is the handsome residence of W. F. Marshall, one of the proprietors of the California Hardware company, Los Angeles, which has just been completed at a cost of from \$10,000 to \$12,000. Mr. Marshall has been a resident of Monrovia for many years, although actively engaged in business in Los Angeles. He is enthusiastic in his praise of Monrovia as an ideal place for a home.

J. W. Harvey, the postmaster, reports that the postoffice business for the year ending March 31, 1902, was \$2815.75. If the same rate of increase is maintained for the balance of March as is shown this month, to March 8, the business for the year ending March 31, 1903, will be \$3680.27. The business of the office has nearly doubled during the past three years.

Well Built Business District

Monrovia's business district is substantially built and every line of business is well represented. Prices will compare favorably with those of any city in Southern California. Goods are delivered by merchants free at any reasonable distance and all other facilities are afforded to residents that are found in any progressive city or town. The United Electric Gas and Power company furnishes electric current for light and power, also gas for light and fuel, at moderate rates. The Monrovia Telephone company, D. E. Juvinal, manager, commenced operations three years ago and has steadily improved its service.

ever since. A new line of poles and wires has recently been started in order to furnish a first class and thoroughly up-to-date system. When completed each telephone will be connected with long distance telephones in Los Angeles and all other cities and towns of Southern California, and in the near future with those of the entire Pacific coast. The large number of telephones used and the great number of attractive and handsome residences attest the enterprising and substantial character of the inhabitants of Monrovia. The moral character of its citizens is well demonstrated in the fact that there is not one saloon or liquor establishment in the town; also by the many handsome church buildings and school houses. The high school ranks among the six first in Southern California in number of university credits. The public library in the handsome two-story stone city hall building, containing 3000 volumes, and the many women's and men's clubs also attest the active interest manifested in educational work. Fraternal orders are well represented and have a large membership. A spacious and well appointed opera house provides facilities for amusement and large public meetings.

The First National bank, which occupies its own building (a handsome two-story brick structure) has a paid up capital stock of \$50,000 and surplus fund of \$10,000. The Monrovia Savings bank, in the same building, was established about January 1 of this year with a paid up capital stock of \$10,000 and four times that amount was offered, all of it by local capitalists, if required.

The hotel accommodations of Monrovia are excellent. La Vista Grande is a spacious and attractive building, with large, well arranged and handsomely furnished rooms, equipped with all modern conveniences and surrounded by

beautiful grounds. It is an ideal tourist hotel. The Monrovia, in the business district, is a well appointed commercial hotel.

A street car line connects with the Santa Fe trains and will ere long probably meet the trains of the recently completed Pacific Electric Railway company.

The commercial interests of Monrovia are protected and promoted by the board of trade, which is composed of leading citizens.

The Monrovia Messenger is a sprightly weekly paper, published by Mrs. J. E. La Force, an enterprising and energetic citizen and journalist.

Water Supply

During the sixteen years that Monrovia was started a magical transformation has taken place in the town and district, and especially in water supply. A municipal system, including mountain and well development, a great many miles of pipe line and six large storage reservoirs have been completed, and form a basis for future expansion. When the present supply proves inadequate the municipality can readily furnish what is necessary, as it owns sufficient waterbearing lands to develop a plentiful supply. Water of unsurpassed quality is furnished to households for \$1 per month, or a meter rate of 10 cents per thousand gallons and to orchardists at 50 cents per hour for 25 miners' inches.

New Monrovia Electric Line

The Santa Fe and Southern Pacific railroads have, for several years past, furnished excellent transportation facilities between Los Angeles and Monrovia. But the remarkable growth and expansion of Los Angeles, together with the marvelous improvements in electric road

service, have induced the Pacific Electric Railway company to establish a network of interurban lines, connecting Los Angeles with all the principal points in this and neighboring counties. The line just completed to Monrovia will inaugurate a new and more prosperous era in the history of this delightful foothill city. A fifty-four minute ride over a splendidly ballasted road and in palatial, up-to-date cars, through one of the most productive and beautiful sections of country in the world will attract home-seekers to Monrovia as no other inducement could. Los Angeles business and professional men in large numbers will gladly avail themselves of the opportunity of securing a delightfully situated country home, perchance with a profitable fruit orchard in connection therewith, where pure air and water, unsurpassed climate and scenery and all the accessories of city life can be obtained at much less expense than a home in the city of Los Angeles.

The Pacific Electric Railway company has prepared the way for a greater Los Angeles, which will eventually embrace every city and town of importance in the county. Cars now run every hour between Los Angeles and Monrovia, from 7 a. m. to 10 p. m., but a half-hour service will be furnished mornings and evenings in the near future. The running time will also be reduced to thirty-five minutes, which will make Monrovia as accessible to the business center of Los Angeles as some parts of the city. Many eastern and Pacific coast home-seekers are now in Monrovia looking for desirable homes.

Quick Transportation

They are attracted primarily on account of the magnificent and healthful climate, fertile soil, abundance of pure

water for domestic and irrigating purposes and the picturesque scenery, but the quick transportation to Los Angeles, Long Beach and other points of interest, furnished by the Pacific Electric Railway company, is an important factor in their choice of Monrovia for a home. Most of the inquiries are for bearing orange or lemon orchards of from five to ten acres, which will furnish a steady income, besides a desirable home, and Monrovia can certainly meet both requirements.

The route traversed by the Pacific Electric Railway company's cars to Monrovia is one of the most charming in Southern California—embracing valleys, hills, mountains and ocean view, with orchards, farms, vineyards and other productive lands and beautiful homes dotting the landscape nearly the entire distance of eighteen miles. Space will not permit a detailed mention of the many attractive scenes en route, but among the specially interesting places are the famous Sunny Slope winery, Baldwin's ranch, Arcadia, and its famous winter resort—Hotel Oakwood. Instead of spending a day at the resorts mentioned in a tallyho the visitor can now reach them by the Pacific Electric company's new Monrovia line in forty minutes, and, later, go on further to bask in the sunshine and inspect the beautiful citrus fruit orchards of Monrovia and Duarte.